

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A content reproduction terminal for reproducing content, the content reproduction terminal comprising:

a terminal body; and

a secure device removable from said terminal body,

wherein said secure device includes:

a membership information hold unit operable to hold membership information which is distributed to a membership user and indicates ~~a group one or more groups~~ to which the membership user belongs; and

a first storage unit operable to previously store a first application program for reproducing the content in a members-only operation mode, the first application program being an application program customized for each of the groups indicated by according to a status of the membership information held by said membership information hold unit,

said terminal body includes:

an operation mode setting unit operable to set an operation mode on the basis of the membership information held by said membership information hold unit; and

a reproduction unit operable to reproduce the content differently depending on a setting result given by said operation mode setting unit,

wherein said reproduction unit includes:

a second storage unit operable to previously store a second application program for reproducing the content in a non-member operation mode, the second application program being different from the first application program;

a selection unit operable to select one of the first application program and the second

application program which are stored in said first storage unit and said second storage unit, respectively, in accordance with the setting result; and

an execution unit operable to execute the application program selected by the selection unit to reproduce the content, and

wherein the first application program is operable to cause said execution unit to execute a decorative display customized for each membership user and the second application program have a common function of reproducing the content, and are different from each other in that the first application program is customized so as to cause said execution unit to execute a different decorative display for each of the groups to which the membership user belongs when the content is reproduced.

2. (Canceled)

3. (Previously Presented) The content reproduction terminal according to Claim 1, wherein the first application program is further operable to cause said execution unit to execute a members-only graphical user interface display.

4-6. (Canceled)

7. (Previously Presented) The content reproduction terminal according to Claim 1, wherein said terminal body further includes an operation mode inquiry unit operable to inquire of said secure device about which operation mode is to be selected, and

said secure device further includes
 an operation mode instruction unit operable to, when the inquiry is received, decide the
 operation mode on the basis of the membership information and to instruct said terminal body to
 operate in the decided operation mode,

 wherein said operation mode setting unit is operable to set the operation mode on the
 basis of the instruction as to the operation mode decided by said operation mode instruction unit.

8. (Previously Presented) The content reproduction terminal according to Claim 7,
 wherein said membership information hold unit is operable to hold a plurality of sets of
 membership information, and

 said operation mode instruction unit is operable to, when the inquiry is received, decide
 the operation mode including a set of membership information that is to be prioritized out of the
 plurality of sets of membership information.

9. (Previously Presented) The content reproduction terminal according to Claim 8,
 wherein the inquiry includes content information regarding the content to be reproduced,
 and

 said operation mode instruction unit is operable to, when the inquiry is received, decide
 the operation mode including the set of membership information to be prioritized out of the
 plurality of sets of membership information, on the basis of the content information included in
 the inquiry.

10. (Currently Amended) The content reproduction terminal according to Claim 1,

wherein said terminal body further includes
an operation mode inquiry unit operable to inquire of said secure device about which
operation mode is to be selected, and
said secure device includes:
a membership point storage unit operable to store a membership point value given to the
membership user;
a rule storage unit operable to store a rule as to a membership status granted to the
membership user according to the membership point value; and
an operation mode instruction unit operable to, when the inquiry is received, decide the
operation mode and the membership status on the basis of the membership information, the
membership point value, and the rule, and to instruct said terminal body as to the decided
operation mode and the decided membership status,
wherein said operation mode setting unit is operable to set the operation mode on the
basis of the instruction as to the operation mode and the membership status decided by the
operation mode instruction unit.

11. (Previously Presented) The content reproduction terminal according to Claim 1,
wherein said secure device is an IC card,
said terminal body further includes an IC card slot into which said IC card is to be
inserted, and
said operation mode setting unit is operable to set the operation mode on the basis of an
insertion state of said IC card with respect to said IC card slot.

12. (Currently Amended) A content reproduction method used by a content reproduction terminal comprising a terminal body and a secure device that is removable from the terminal body, the secure device having a first storage unit that previously stores a first application program for reproducing content in a members-only operation mode, and the terminal body having a second storage unit that previously stores a second application program for reproducing the content in a non-member operation mode, the second application program being different from the first application program, said method comprising:

 a membership information hold step of holding, in the secure device, membership information which is distributed to a membership user and indicates ~~a group one or more groups~~ to which the membership user belongs;

 an operation mode setting step of setting, in the terminal body, an operation mode on the basis of the membership information held in said membership information hold step; and

 a reproduction step of reproducing, in the terminal body, the content differently depending on a setting result of said operation mode setting step,

 wherein said reproduction step includes:

 a selection step of selecting one of the first application program and the second application program which are stored in the first storage unit and the second storage unit, respectively, in accordance with the setting result; and

 an execution step of executing the application program selected in said selection step to reproduce the content, and

 wherein the first application program ~~causes said execution step to execute a decorative display customized for each membership user and the second application program have a common function of reproducing the content, and are different from each other in that the first~~

application program is customized so as to cause said execution step to execute a different decorative display for each of the groups to which the membership user belongs when the content is reproduced, the first application program being an application program customized for each of the groups indicated by according to a status of the membership information held in said membership information hold step.

13. (Previously Presented) A program embodied on a non-transitory computer-readable recording medium for causing a computer to execute said steps included in the content reproduction method described in Claim 12.